



WTVD-TV

411 Liberty Street

Durham, NC 27701

INNOVATIVE ADVERTISING INC.

ATTN: ACCOUNTS PAYABLE

4250 HWY 22, SUITE 7

MANDEVILLE, LA 70471



WTVD-TV
411 Liberty Street
Durham, NC 27701

INVOICE

Remit To: WTVD-TV/ABC Inc.
PO Box 404887
Atlanta, GA 30384-4887

PAGE: 1

BILL TO:

INNOVATIVE ADVERTISING INC.
ATTN: ACCOUNTS PAYABLE
4250 HWY 22, SUITE 7
MANDEVILLE, LA 70471

REP: NATIONAL/PHILADELPHIA
SLSP: CLIFFORD, ANNE
ADV: CHAD BAREFOOT CAMPAIGN
PROD: CHAD BAREFOOT CAMPAIGN SD 18
TITLE: 243131

INVOICE NUMBER: 61-200061352	BROADCAST MONTH: SEPTEMBER
ORDER NUMBER: 398208	ORDER/REV TYPE: POLITICAL/CASH
AGENCY CPE: E: 978	
ESTIMATE#: 978	
SCHEDULE DATES: 09/11/2012 - 09/30/2012	AGY#/ADV#: 11360/26731
BILLING CYCLE: MONTHLY	DATE: 09/30/2012

SCHEDULE					ACTUAL BROADCAST								ADJUSTMENT
LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
1	09/11 - 09/16	05:00A-05:30A	225	4	09/12	WE	05:24A	:30		NCSD18CRAZYIDEAS	225		
					09/13	TH	05:10A	:30		NCSD18CRAZYIDEAS	225		
					09/14	FR	05:00A	:30		NCSD18CRAZYIDEAS	225		
					09/14	FR	--:--	:30			0	PREEMPT-CREDIT RESOLVED - NO COPY AVAILABLE	-225
2	09/17 - 09/23	05:00A-05:30A	225	5	09/17	MO	05:43A	:30		NCSD18CRAZYIDEASREV	225		
					09/18	TU	04:59A	:30		NCSD18CRAZYIDEASREV	225		
					09/19	WE	05:15A	:30		NCSD18CRAZYIDEASREV	225		
					09/20	TH	05:09A	:30		NCSD18CRAZYIDEASREV	225		
					09/21	FR	05:09A	:30		NCSD18CRAZYIDEASREV	225		
3	09/24 - 09/30	05:00A-05:30A	225	5	09/24	MO	04:59A	:30		NCSD18CRAZYIDEASREV	225		
					09/25	TU	05:08A	:30		NCSD18CRAZYIDEASREV	225		
					09/26	WE	05:09A	:30		NCSD18CRAZYIDEASREV	225		
					09/27	TH	05:09A	:30		NCSD18CRAZYIDEASREV	225		
					09/28	FR	05:23A	:30		NCSD18CRAZYIDEASREV	225		
4	09/11 - 09/16	05:30A-06:00A	350	4	09/12	WE	05:39A	:30		NCSD18CRAZYIDEAS	350		
					09/13	TH	05:29A	:30		NCSD18CRAZYIDEAS	350		
					09/14	FR	05:39A	:30		NCSD18CRAZYIDEAS	350		
					09/13	TH	--:--	:30			0	PREEMPT-CREDIT RESOLVED - NO COPY AVAILABLE	-350
5	09/17 - 09/23	05:30A-06:00A	350	5	09/17	MO	05:45A	:30		NCSD18CRAZYIDEASREV	350		
					09/18	TU	05:39A	:30		NCSD18CRAZYIDEASREV	350		

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LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
5	09/17 - 09/23	05:30A-06:00A	350	5	09/19	WE	05:30A	:30		NCSD18CRAZYIDEASREV	350		
					09/20	TH	05:44A	:30		NCSD18CRAZYIDEASREV	350		
					09/21	FR	05:44A	:30		NCSD18CRAZYIDEASREV	350		
6	09/24 - 09/30	05:30A-06:00A	350	4	09/24	MO	05:28A	:30		NCSD18CRAZYIDEASREV	350		
					09/25	TU	05:55A	:30		NCSD18CRAZYIDEASREV	350		
					09/27	TH	--:--	:30			0	PREEMPT# (332880) - POLITICAL	-350
					09/28	FR	--:--	:30			0	PREEMPT# (332880) - POLITICAL	-350
					09/27	TH	04:56P	:30	*	NCSD18CRAZYIDEASREV	275	* CMG#(332880) FOR 09/15, 09/16, 09/22, 09/27, 09/28	275
					09/28	FR	04:41P	:30	*	NCSD18CRAZYIDEASREV	275	* CMG#(332880) FOR 09/15, 09/16, 09/22, 09/27, 09/28	275
					09/28	FR	05:43P	:30	*	NCSD18CRAZYIDEASREV	950	* CMG#(332880) FOR 09/15, 09/16, 09/22, 09/27, 09/28	950
					09/29	SA	08:41A	:30	*	NC18CONTRAST	570	* CMG#(332880) FOR 09/15, 09/16, 09/22, 09/27, 09/28	570
					09/29	SA	09:24A	:30	*	NC18CONTRAST	380	* CMG#(332880) FOR 09/15, 09/16, 09/22, 09/27, 09/28	380

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LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
6	09/24 - 09/30	05:30A-06:00A	350	4	09/30	SU	09:08A	:30	*	NC18CONTRAST	275	* CMG#(332880) FOR 09/15, 09/16, 09/22, 09/27, 09/28	275
					09/30	SU	09:52A	:30	*	NC18CONTRAST	275	* CMG#(332880) FOR 09/15, 09/16, 09/22, 09/27, 09/28	275
7	09/11 - 09/16	07:00A-09:00A	500	4	09/12	WE	07:59A	:30		NCSD18CRAZYIDEAS	500		
					09/13	TH	08:41A	:30		NCSD18CRAZYIDEAS	500		
					09/14	FR	06:59A	:30		NCSD18CRAZYIDEAS	500		
					09/12	WE	--:--	:30			0	PREEMPT-CREDIT RESOLVED - NO COPY AVAILABLE	-500
8	09/17 - 09/23	07:00A-09:00A	500	5	09/17	MO	08:39A	:30		NCSD18CRAZYIDEASREV	500		
					09/18	TU	07:55A	:30		NCSD18CRAZYIDEASREV	500		
					09/19	WE	08:53A	:30		NCSD18CRAZYIDEASREV	500		
					09/20	TH	08:48A	:30		NCSD18CRAZYIDEASREV	500		
					09/21	FR	08:48A	:30		NCSD18CRAZYIDEASREV	500		
9	09/24 - 09/30	07:00A-09:00A	500	5	09/24	MO	08:48A	:30		NCSD18CRAZYIDEASREV	500		
					09/25	TU	08:27A	:30		NCSD18CRAZYIDEASREV	500		
					09/26	WE	08:58A	:30		NCSD18CRAZYIDEASREV	500		
					09/27	TH	07:29A	:30		NCSD18CRAZYIDEASREV	500		
					09/28	FR	08:54A	:30		NCSD18CRAZYIDEASREV	500		
10	09/11 - 09/16	06:00A-07:00A	75	1	09/15	SA	06:29A	:30		NCSD18CRAZYIDEASREV	75		

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LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
11	09/17 - 09/23	06:00A-07:00A	125	1	09/22	SA	06:29A	:30		NCS018CRAZYIOEASREV	125		
12	09/24 - 09/30	06:00A-07:00A	125	1	09/29	SA	06:15A	:30		NC18CONTRAST	125		
13	09/11 - 09/16	07:00A-08:00A	250	1	09/15	SA	07:37A	:30		NCS018CRAZYIOEASREV	250		
14	09/17 - 09/23	07:00A-08:00A	250	1	09/22	SA	07:37A	:30		NCS018CRAZYIOEASREV	250		
15	09/24 - 09/30	07:00A-08:00A	250	1	09/29	SA	07:44A	:30		NC18CONTRAST	250		
16	09/11 - 09/16	06:00A-07:00A	100	1	09/16	SU	06:26A	:30		NCS018CRAZYIOEASREV	100		
17	09/17 - 09/23	06:00A-07:00A	100	1	09/23	SU	06:52A	:30		NCS018CRAZYIOEASREV	100		
18	09/24 - 09/30	06:00A-07:00A	100	1	09/30	SU	06:28A	:30		NC18CONTRAST	100		
19	09/11 - 09/16	07:00A-08:00A	125	1	09/16	SU	07:53A	:30		NCS018CRAZYIOEASREV	125		
20	09/17 - 09/23	07:00A-08:00A	125	1	09/23	SU	07:41A	:30		NCS018CRAZYIOEASREV	125		
21	09/24 - 09/30	07:00A-08:00A	125	1	09/30	SU	07:12A	:30		NC18CONTRAST	125		
22	09/11 - 09/16	08:00A-09:00A	350	1	09/16	SU	08:39A	:30		NCS018CRAZYIOEASREV	350		
23	09/17 - 09/23	08:00A-09:00A	350	1	09/23	SU	08:58A	:30		NCS018CRAZYIOEASREV	350		

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LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
24	09/24 - 09/30	08:00A-09:00A	350	1	09/30	SU	08:40A	:30		NC18CONTRAST	350		
25	09/11 - 09/16	10:00A-11:00A	300	1	09/16	SU	--:--	:30		NCSD18CRAZYIDEASREV	0	PREEMPT# (332880) - DROPPED BREAK	-300
26	09/17 - 09/23	10:00A-11:00A	300	1	09/23	SU	--:--	:30			0	PREEMPT-CREDIT RESOLVED - POLITICAL	-300
28	09/11 - 09/16	12:00P-12:30P	250	4	09/12	WE	12:29P	:30		NCSD18CRAZYIDEAS	250		
					09/13	TH	12:25P	:30		NCSD18CRAZYIDEAS	250		
					09/14	FR	12:12P	:30		NCSD18CRAZYIDEASREV	250		
					09/12	WE	--:--	:30			0	PREEMPT-CREDIT RESOLVED - NO COPY AVAILABLE	-250
29	09/17 - 09/23	12:00P-12:30P	250	5	09/17	MO	12:13P	:30		NCSD18CRAZYIDEASREV	250		
					09/18	TU	12:16P	:30		NCSD18CRAZYIDEASREV	250		
					09/19	WE	12:26P	:30		NCSD18CRAZYIDEASREV	250		
					09/20	TH	12:17P	:30		NCSD18CRAZYIDEASREV	250		
					09/21	FR	12:26P	:30		NCSD18CRAZYIDEASREV	250		
30	09/24 - 09/30	12:00P-12:30P	250	5	09/24	MO	12:17P	:30		NCSD18CRAZYIDEASREV	250		
					09/25	TU	12:11P	:30		NCSD18CRAZYIDEASREV	250		
					09/26	WE	12:26P	:30		NCSD18CRAZYIDEASREV	250		
					09/27	TH	12:29P	:30		NCSD18CRAZYIDEASREV	250		
					09/28	FR	12:14P	:30		NCSD18CRAZYIDEASREV	250		

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31	09/11 - 09/16	05:00P-05:30P	600	4	09/12	WE	05:23P	:30		NCSD18CRAZYIDEAS	600		
					09/13	TH	05:14P	:30		NCSD18CRAZYIDEAS	600		
					09/14	FR	05:24P	:30		NCSD18CRAZYIDEASREV	600		
					09/14	FR	--:--	:30			0	PREEMPT-CREDIT RESOLVED - NO COPY AVAILABLE	-600
32	09/17 - 09/23	05:00P-05:30P	600	4	09/17	MO	05:27P	:30		NCSD18CRAZYIDEASREV	600		
					09/18	TU	05:29P	:30		NCSD18CRAZYIDEASREV	600		
					09/19	WE	05:23P	:30		NCSD18CRAZYIDEASREV	600		
					09/21	FR	05:29P	:30		NCSD18CRAZYIDEASREV	600		
33	09/24 - 09/30	05:00P-05:30P	600	3	09/25	TU	05:28P	:30		NCSD18CRAZYIDEASREV	600		
					09/27	TH	05:29P	:30		NCSD18CRAZYIDEASREV	600		
					09/28	FR	05:24P	:30		NCSD18CRAZYIDEASREV	600		
34	09/11 - 09/16	06:00P-06:30P	750	3	09/12	WE	06:23P	:30		NCSD18CRAZYIDEAS	750		
					09/13	TH	06:22P	:30		NCSD18CRAZYIDEAS	750		
					09/14	FR	06:28P	:30		NCSD18CRAZYIDEASREV	750		
35	09/17 - 09/23	06:00P-06:30P	750	3	09/17	MO	06:16P	:30		NCSD18CRAZYIDEASREV	750		
					09/18	TU	05:58P	:30		NCSD18CRAZYIDEASREV	750		
					09/20	TH	05:58P	:30		NCSD18CRAZYIDEASREV	750		
36	09/24 - 09/30	06:00P-06:30P	750	3	09/25	TU	05:58P	:30		NCSD18CRAZYIDEASREV	750		
					09/27	TH	06:24P	:30		NCSD18CRAZYIDEASREV	750		
					09/28	FR	06:28P	:30		NCSD18CRAZYIDEASREV	750		

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37	09/11 - 09/16	07:00P-07:30P	1,400	3	09/12	WE	07:14P	:30		NCSD18CRAZYIDEAS	1,400		
					09/13	TH	07:05P	:30		NCSD18CRAZYIDEAS	1,400		
					09/14	FR	07:13P	:30		NCSD18CRAZYIDEASREV	1,400		
38	09/17 - 09/23	07:00P-07:30P	1,400	3	09/17	MO	07:25P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/18	TU	06:59P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/20	TH	07:14P	:30		NCSD18CRAZYIDEASREV	1,400		
39	09/24 - 09/30	07:00P-07:30P	1,400	3	09/24	MO	07:14P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/26	WE	07:15P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/27	TH	07:00P	:30		NCSD18CRAZYIDEASREV	1,400		
40	09/11 - 09/16	07:30P-08:00P	1,400	3	09/12	WE	07:54P	:30		NCSD18CRAZYIDEAS	1,400		
					09/13	TH	07:40P	:30		NCSD18CRAZYIDEAS	1,400		
					09/14	FR	07:54P	:30		NCSD18CRAZYIDEASREV	1,400		
41	09/17 - 09/23	07:30P-08:00P	1,400	3	09/17	MO	07:48P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/19	WE	07:43P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/20	TH	07:53P	:30		NCSD18CRAZYIDEASREV	1,400		
42	09/24 - 09/30	07:30P-08:00P	1,400	3	09/26	WE	07:35P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/27	TH	07:48P	:30		NCSD18CRAZYIDEASREV	1,400		
					09/28	FR	07:44P	:30		NCSD18CRAZYIDEASREV	1,400		
43	09/17 - 09/23	08:00P-11:00P	1,600	1	09/17	MO	09:46P	:30		NCSD18CRAZYIDEASREV	1,600		

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411 Liberty Street
Durham, NC 27701

INVOICE

Remit To: WTVD-TV/ABC Inc.
PO Box 404887
Atlanta, GA 30384-4887

PAGE: 8

BILL TO:

INNOVATIVE ADVERTISING INC.
ATTN: ACCOUNTS PAYABLE
4250 HWY 22, SUITE 7
MANDEVILLE, LA 70471

REP: NATIONAL/PHILADELPHIA
SLSP: CLIFFORD, ANNE
ADV: CHAD BAREFOOT CAMPAIGN
PROD: CHAD BAREFOOT CAMPAIGN SD 18
TITLE: 243131

INVOICE NUMBER: 61-200061352 BROADCAST MONTH: SEPTEMBER
ORDER NUMBER: 398208 ORDER/REV TYPE: POLITICAL/CASH
AGENCY CPE : E: 978
ESTIMATE#: 978
SCHEDULE DATES: 09/11/2012 - 09/30/2012 AGY#/ADV#: 11360/26731
BILLING CYCLE: MONTHLY DATE: 09/30/2012

SCHEDULE					ACTUAL BROADCAST								ADJUSTMENT
LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
44	09/17 - 09/23	08:00P-09:00P COMMENT: TBA 2	4,000	1	09/18	TU	08:15P	:30		NCSD18CRAZYIDEASREV	4,000		
45	09/24 - 09/30	08:00P-10:00P COMMENT: DWTS 2	4,000	1	09/25	TU	09:12P	:30		NCSD18CRAZYIDEASREV	4,000		
46	09/17 - 09/23	08:00P-09:00P COMMENT: WIPEOUT 3	1,500	1	09/20	TH	08:44P	:30		NCSD18CRAZYIDEASREV	1,500		
47	09/24 - 09/30	08:00P-09:00P COMMENT: LAST RESORT 3	1,000	1	09/27	TH	08:31P	:30		NCSD18CRAZYIDEASREV	1,000		
48	09/11 - 09/16	11:00P-11:35P	1,100	3	09/14	FR	11:33P	:30		NCSD18CRAZYIDEASREV	1,100		
					09/15	SA	12:12A	:30		NCSD18CRAZYIDEASREV	1,100		
					09/16	SU	11:28P	:30		NCSD18CRAZYIDEASREV	1,100		
49	09/17 - 09/23	11:00P-11:35P	1,100	4	09/17	MO	11:28P	:30		NCSD18CRAZYIDEASREV	1,100		
					09/19	WE	11:28P	:30		NCSD18CRAZYIDEASREV	1,100		
					09/22	SA	12:27A	:30		NCSD18CRAZYIDEASREV	1,100		
					09/23	SU	11:29P	:30		NCSD18CRAZYIDEASREV	1,100		
50	09/24 - 09/30	11:00P-11:35P	1,100	4	09/24	MO	11:22P	:30		NCSD18CRAZYIDEASREV	1,100		
					09/27	TH	11:24P	:30		NCSD18CRAZYIDEASREV	1,100		
					09/28	FR	11:34P	:30		NCSD18CRAZYIDEASREV	1,100		
					09/30	SU	11:29P	:30		NC18CONTRAST	1,100		

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51	09/17 - 09/23	08:00P-10:59P	2,500	1	09/23	SU	--:--	:30			0	PREEMPT-CREDIT RESOLVED - POLITICAL	-2,500
	COMMENT: EMMYS 2												
52	09/11 - 09/16	09:00A-10:00A	50	4	09/12	WE	09:56A	:30		NCSD18CRAZYIDEAS	50		
					09/13	TH	09:52A	:30		NCSD18CRAZYIDEAS	50		
					09/14	FR	09:59A	:30		NCSD18CRAZYIDEAS	50		
					09/14	FR	--:--	:30			0	PREEMPT-CREDIT RESOLVED - NO COPY AVAILABLE	-50
53	09/17 - 09/23	09:00A-10:00A	50	5	09/17	MO	09:50A	:30		NCSD18CRAZYIDEASREV	50		
					09/18	TU	09:46A	:30		NCSD18CRAZYIDEASREV	50		
					09/19	WE	09:39A	:30		NCSD18CRAZYIDEASREV	50		
					09/20	TH	09:56A	:30		NCSD18CRAZYIDEASREV	50		
					09/21	FR	09:35A	:30		NCSD18CRAZYIDEASREV	50		
55	09/17 - 09/23	08:00P-09:00P	1,800	1	09/19	WE	07:59P	:30		NCSD18CRAZYIDEASREV	1,800		
	COMMENT: MIDDLE 2												
56	09/17 - 09/23	10:00P-11:00P	1,500	1	09/19	WE	10:37P	:30		NCSD18CRAZYIDEASREV	1,500		
	COMMENT: REVENGE 2												
57	09/17 - 09/23	09:00P-10:00P	4,000	1	09/20	TH	09:40P	:30		NCSD18CRAZYIDEASREV	4,000		
	COMMENT: GREYS 2												
58	09/11 - 09/16	11:35P-12:02A	250	3	09/12	WE	11:45P	:30		NCSD18CRAZYIDEAS	250		

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LINE	DATES	TIME PERIOD	PRICE	QTY	DATE	DAY	TIME *	DUR	MG	AGENCY COPY ID	PRICE	REMARKS	DR/CR
58	09/11 - 09/16	11:35P-12:02A	250	3	09/13	TH	11:45P	:30		NCSD18CRAZYIDEAS	250		
					09/14	FR	12:01A	:30		NCSD18CRAZYIDEASREV	250		
59	09/17 - 09/23	11:35P-12:02A	250	3	09/17	MO	--:--	:30			0	PREEMPT-CREDIT RESOLVED - POLITICAL	-250
					09/18	TU	--:--	:30			0	PREEMPT-CREDIT RESOLVED - POLITICAL	-250
					09/19	WE	--:--	:30			0	PREEMPT-CREDIT RESOLVED - POLITICAL	-250
60	09/24 - 09/30	11:35P-12:02A	475	5	09/24	MO	11:44P	:30		NCSD18CRAZYIDEASREV	475		
					09/25	TU	12:01A	:30		NCSD18CRAZYIDEASREV	475		
					09/26	WE	11:56P	:30		NCSD18CRAZYIDEASREV	475		
					09/27	TH	11:46P	:30		NCSD18CRAZYIDEASREV	475		
					09/28	FR	12:01A	:30		NCSD18CRAZYIDEASREV	475		
61	09/11 - 09/16	03:30P-07:00P	1,000	1	09/15	SA	--:--	:30		NCSD18CRAZYIDEASREV	0	PREEMPT# (332880) - DROPPED BREAK	-1,000
62	09/17 - 09/23	03:30P-07:00P	1,000	1	09/22	SA	--:--	:30		NCSD18CRAZYIDEASREV	0	PREEMPT# (332880) - POLITICAL	-1,000
63	09/24 - 09/30	03:30P-07:00P	1,000	1	09/29	SA	--:--	:30		NC18CONTRAST	0	PREEMPT - SEVERE WEATHER	-1,000
64	09/15 - 09/15	07:28P-08:00P	500	1	09/15	SA	07:36P	:30		NCSD18CRAZYIDEASREV	500		

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65	09/22 - 09/22	07:28P-08:00P	500	1	09/22	SA	07:53P	:30		NCSD18CRAZYIDEASREV	500		
66	09/29 - 09/29	07:28P-08:00P	500	1	09/29	SA	--:--	:30		NC18CONTRAST	0	PREEMPT - SEVERE WEATHER	-500
67	09/24 - 09/28	09:00A-10:00A	125	4	09/24	MO	09:59A	:30		NCSD18CRAZYIDEASREV	125		
					09/25	TU	09:51A	:30		NCSD18CRAZYIDEASREV	125		
					09/26	WE	09:50A	:30		NCSD18CRAZYIDEASREV	125		
					09/27	TH	09:32A	:30		NCSD18CRAZYIDEASREV	125		
68	09/23 - 09/23	10:00A-11:00A	475	1	09/23	SU	10:59A	:30		NCSD18CRAZYIDEASREV	475		
69	09/30 - 09/30	10:00A-11:00A	475	1	09/30	SU	10:29A	:30		NC18CONTRAST	475		
PERIOD GROSS COST PER ORDER CONFIRMATION: 104,425.00				TOTAL UNITS: 151		ACTUAL GROSS BILLING: 97,400.00						TOTAL ADJUSTMENTS: -7,025.00	
						AGENCY COMMISSION: -14,610.00							
						NET DUE: 82,790.00							
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